

ABSTRAK

Penelitian ini meneliti bagaimana kebijakan pariwisata berkelanjutan di Swedia diimplementasikan antara 2015–2023. Latar belakangnya adalah perlunya menyeimbangkan pertumbuhan ekonomi wisata dengan pelestarian lingkungan dan pemberdayaan masyarakat lokal. Secara teoritis, penelitian menggabungkan konsep pariwisata berkelanjutan yang meliputi aspek lingkungan, sosial-budaya, dan ekonomi digabung dengan teori kebijakan publik untuk melihat instrumen yang dipakai, cara lembaga saling berkoordinasi, serta peran pemerintah pusat dan daerah. Metode yang digunakan adalah penelitian dokumen secara kualitatif, mencakup dokumen resmi pemerintah Swedia, laporan organisasi internasional, artikel jurnal, dan situs web resmi. Dari analisis penelitian ditemukan bahwa dalam aspek lingkungan terdapat subsidi untuk kendaraan listrik dan mandat penggunaan biofuel serta sertifikasi ramah lingkungan (Nature's Best, The Nordic Swan), dalam aspek sosial-budaya terdapat program digitalisasi budaya (*virtual reality*, Meet the Locals), dan di aspek ekonomi terdapat dukungan ekonomi saat krisis COVID-19 (*short-time work allowance*, *restructuring support*, penangguhan pajak, dan subsidi biaya sewa) ditambah inisiatif *Green Jobs* yang dapat menurunkan pengangguran selama pandemi. Hasilnya, kombinasi insentif keuangan, sertifikasi, inovasi digital, dan bantuan krisis memperkuat tata kelola pariwisata berkelanjutan. Kolaborasi berbagai pihak dan penggunaan data lapangan secara langsung memudahkan penyesuaian kebijakan. Penelitian menyimpulkan bahwa pengelolaan menyeluruh, fleksibel, dan melibatkan banyak sektor adalah kunci keberhasilan. Untuk tahap berikutnya, disarankan agar model kolaborasi ini diuji di negara lain dengan kondisi wisata berbeda, agar praktik berkelanjutan dapat terus berkembang di tingkat global.

Kata kunci: pariwisata berkelanjutan, kebijakan publik, implementasi kebijakan, Swedia.

ABSTRACT

This research examines how Sweden's sustainable tourism policy was implemented between 2015-2023. The background is the need to balance tourism economic growth with environmental preservation and empowerment of local communities. Theoretically, the research combines the concept of sustainable tourism which includes environmental, socio-cultural, and economic aspects combined with public policy theory to see the instruments used, how institutions coordinate with each other, and the role of central and local governments. The method used is a qualitative document study, including official Swedish government documents, international organization reports, journal articles, and official websites. From the research analysis, it was found that in the environmental aspect there are subsidies for electric vehicles and mandates for the use of biofuels and environmentally friendly certifications (Nature's Best, Nordic Swan), in the socio-cultural aspect there are cultural digitization programs (virtual reality, Meet the Locals), and in the economic aspect there are economic supports during the COVID-19 crisis (short-time work allowance, restructuring support, tax suspension, and rent subsidy) plus Green Jobs initiatives that can reduce unemployment during the pandemic. As a result, the combination of financial incentives, certification, digital innovation, and crisis assistance strengthened sustainable tourism governance. Multi-stakeholder collaboration and the use of real-time field data facilitated policy adjustments. The research concludes that a comprehensive, flexible and multi-sectoral approach is key to success. For the next stage, it is recommended that this collaboration model be tested in other countries with different tourism conditions, so that sustainable practices can continue to develop at the global level.

Keywords: *sustainable tourism, public policy, policy implementation, Sweden.*